CLAIMS:

Having thus described the invention, what is claimed and desired to be secured by Letters Patent is:

1. A lamp assembly comprising:

a support circuit board;

a plurality of light emitting diodes mounted to said circuit board;

an electrical connection attached to said circuit board and extending outwardly of said lamp assembly;

a mold in place lens material encapsulating the circuit board and light emitting diodes, and formed to provide a predetermined shape for said lens assembly, said electrical connection extending outwardly of said lens assembly.

2. The lamp assembly of Claim 1 wherein said LEDS are positioned and arranged in rows and columns.

3. The lamp assembly of Claim 2 wherein at least one of said rows of LEDS emit light having a color different from at least another row of said LEDS;

4. The lamp assembly of Claim 3 wherein said lens material has at least one opening formed in it for permitting attachment of said lamp assembly to another structure.

5. The lamp assembly of Claim 3 wherein said electrical connection is integrally formed with said circuit board.

6. The lens assembly of Claim 5 wherein said lens material has a color associated with it.

7. The lens assembly of Claim 6 wherein the color is red.

8. The lens assembly of Claim 7 wherein said lens assembly withstands a force of at least 30 ft.lbs.per square inch of force without damage.

9. A lamp assembly having a predetermined shape, comprising;

a circuit board;

a least one light emitting unit connected to said circuit board;

an electrical connection attached to said light emitting unit; and

a moldable lens material completely encapsulating the circuit board and light emitting unit, said lens material defining at least a portion of the predetermined shape of said lamp assembly.

10. The lamp assembly of Claim 9 wherein said light emitting unit comprises a plurality of light emitting diodes (LEDS).

11. The lamp assembly of Claim 10 wherein said LEDS are positioned and arranged in rows and columns.

12. The lamp assembly of Claim 11 wherein at least a portion of one of said rows of LEDS emits light having a color different from at least a portion of another row of said LEDS.

13. The lamp assembly of Claim 12 wherein said lens material has at least one opening formed in it for permitting attachment of said lamp assembly to another structure.

14. The lamp assembly of Claim 9 wherein said electrical connection is integrally formed with said circuit board.

15. The lamp assembly of Claim 9 wherein said lens material has a color associated with it.

16. The lamp assembly of Claim 15 wherein the color is red;

17. The lamp assembly of Claim 9 wherein said lens material withstands a force of at least 30 ft.lbs.per square inch without damage.

18. A method for forming a lamp assembly, comprising:

providing a mold having a predetermined shape corresponding to the desired shape of said lamp assembly;

positioning a circuit board having a plurality of light emitting diodes mounted thereto in said mold;

filling the mold with a flowable lens material;

hardening the lens material; and

removing the lamp assembly from the mold.

19. The method of Claim 18 further including the steps of adding a color pigment to the lens material.

20. The method of Claim 19 further including the step of attaching an electrical connection to the light emitting diodes.

21. The method of Claim 20 further including the step of placing the electrical connection in said mold.

22. The method of Claim 21 wherein said LEDS are arranged in rows and columns.

23. The method of Claim 22 wherein at least one LED emits a light color different from the other LEDS.

24. A lamp assembly having a predetermined shape, comprising;

a circuit board;

a least one light emitting unit connected to said circuit board; and

a moldable lens material completely encapsulating the circuit board and light emitting unit, said lens material defining at least a portion of the predetermined shape of said lamp assembly, encapsulating providing at least water resistance protection for the light emitting unit.